



3622

February 24, 2004

Assistant Commissioner of Patents

Washington, DC 20231

09/864,293

**RECEIVED**

MAR 22 2004

**PROTEST UNDER 37 CFR 1.291(a)**

**GROUP 3600**

Re: Interactive advertisement mechanism on a mobile device

US File # **20020052781**

Filed: 5/25/2001

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is **20020052781**

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent application describes at great length an advertising delivery system dependent upon an advertising database maintained at a wireless client terminal in a client-server ad delivery system. The appropriate ads are selected through profiling techniques at the server level then a database is created and downloaded (syncing) via the internet (0028) or otherwise to a wireless "PDA" (Personal Digital Assistant (0164) or other mobile terminal that delivers advertising based upon location and time as well as an executable rotation program (0164) while mobile. Uploads and downloads are performed through connection with a PC that is connected to the internet. (Claim 31)

Relevant Claims are: 1, 8, 23, 31 and others. The abstract reads, "The invention includes systems, methods, computer program products, and combinations and sub-combinations thereof for enabling interactive advertisements (as well as other objects) to be loaded on mobile devices (as well as other types of devices), and for users of mobile devices to operate with such interactive advertisements on their mobile devices in an interactive manner while in an off-line mode. "

Consistently, the inventor describes the invention in internet terms ... because it is simply an extension of the internet relating to mobile advertising delivery. Moving from Point A to Point B as well as the time frame you move from A to B are purely voluntary user exercises similar to surfing the internet and going to web sites at will. In a GPS location based system, advertising is delivered and displayed based upon these voluntary user actions in one form or another, albeit audible or a monitor screen or other messages, when made by comparison to the dynamic longitude and latitude coordinates (Claim 8) to an advertising database containing geographical and/or time frame coordinates and maintained

dynamically at the client level mobile terminal. The ads are then delivered to the user consequential to his or her actions. Descriptions of these actions and functions are described in (0009) (0039) (0051) (0052) (0164) (0172) (0209) and others.

This is referred to as "pull" advertising as a voluntary action on the part of a user interacts with a pre-established database and a targeted ad is displayed.

I am objecting to this patent application, as it is neither novel nor unique. It is of particular note that previous inventor patents were submitted with this filing and only some vague references to server and user supplied profiling systems. In my opinion, the Prior Art predates even the earliest patent filings noted. The filers are correct that a targeted system based on URLs or keywords or voluntary user actions is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... similar technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
3. WO9955066 (A1) or EP1076983 (A1) ... similar technology

There may be more prior art preceding the 5/25/2001 filing.

I believe the Examiner should look very closely at the Claim made and judge accordingly.

esp@cent document view - Netscape

http://v3.esp@cent.com/textdoc/CA2328913-1&FIRST=1&CY=apALG-entDB-EPODD&A=Advw-Zetweir&Sub=0

European Patent Office

TELEPHONE CALL MANAGEMENT SOFTWARE AND INTERNET MARKETING METHOD

**Bibliographic data**

Potential number:	CA2328913	Also published as:
Publication date:	1999-10-29	WO9955066 (A1)
Inventor:	ZETWEIR KARLO (US)	EP1076983 (A1)
Applicant:	ZETWEIR KARLO (US)	
Classification:		
International:	H04M3/00	
European:		

Application number: CA1992220910 19990414

Priority number(s): US19990082041 19990417 WO19990508102 19990414

**Abstract of CA2328913**

A telephone call management computer program that provides both call management features and long distance savings for sponsor companies that wish to advertise to the consumer is disclosed. The call management program is initially stored on a host computer (12) and is then downloaded upon request to user computers (22) along with advertisement banners selected by the sponsor companies. When used, the program automatically front-loads a long distance carrier's PIC code in front of all long distance calls made from these computers to permit consumers to automatically make long distance phone calls at discounted rates without memorizing numerous PIC codes and without continually shopping for the best long distance rate. The program also provides many enhanced telephone calling options and displays the banners and other advertising directly on the user computers (22) while the consumers use the program.

United States Patent: 6,141,010 - Netscape

File Edit View Go Bookmarks Tools Window Help

http://patft.uspto.gov/netaoc/np/Parser/Sec1-PT01&Sec2-HIT0FF&d-PALLp=1&u=/netaoc/nrchnum.html-1& Search

United States Patent: 6,141,010

### USPTO PATENT FULL-TEXT AND IMAGE DATABASE

[Home](#) [Quick](#) [Advanced](#) [Pat Num](#) [Help](#)

[Bottom](#)

[View Cart](#) [Add to Cart](#)

[Images](#)

(1 of 1)

---

United States Patent  
Hoyle

6,141,010  
October 31, 2000

---

#### Computer interface method and apparatus with targeted advertising

##### Abstract

A method and apparatus for providing an automatically upgradeable software application that includes targeted advertising based upon demographics and user interaction with the computer. The software application is a graphical user interface that includes a display region used for banner advertising that is downloaded from time to time over a network such as the Internet. The software application is accessible from a server via the Internet and demographic information on the user is acquired by the server and used for determining what banner advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction, or use, of the computer. Associated with each banner advertisement is a set of data that is used by the software application in determining when a particular banner is to be displayed. This includes the specification of certain programs that the user may have so that, when the user runs the program (such as a spreadsheet program), an advertisement will be displayed that is relevant to that program (such as an advertisement for a stock brokerage). This provides two-tiered, real-time targeting of advertising--both demographically and reactively. The software application includes programming that accesses the server on occasion to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and installed without requiring any input or action by the user.

FR092263 Internet Entry from patft.uspto.gov

Claria - Corporate Overview - Overview - Netscape

File Edit View Go Bookmarks Tools Window Help

http://www.claria.com/companyinfo/

CLARIA. CORPORATE OVERVIEW

**CLARIA.**

**CORPORATE OVERVIEW**

- Corporate Overview
- News Room
- Partnership & Affiliates
- Employment

**ADVERTISE**

**PRODUCTS & SERVICES**

**CONTACT US**

### Overview

#### ■ Claria Corporation Overview

Claria Corporation is the leader in online behavioral marketing, serving over 38 million consumers and more than 900 Advertisers – including over 60 Fortune 1000 companies. Claria publishes advertising messages for top tier companies and agencies to consumers who are part of the GAIN Network, Claria's network of over 38 million consumers who agree to receive advertising based on their actual online behavior.

Unlike traditional demographic targeting, Claria's behavioral marketing model combines powerful insights into consumer behavior and the ability to deliver contextually targeted messages. The relevancy of the messages drives click-through and conversion rates up to 40 times higher than traditional banner ads – boosting campaign results to unprecedented levels. The difference is Claria's deep insights into consumer online behavior. Claria allows advertisers to target consumers based on their individual needs and interests resulting in industry leading ROI, not mass demographically targeted Web site populations.

In addition to its advertising network, Claria provides marketing research and business insights through its Feedback Research division. Feedback Research delivers in-depth analytics of consumer Web usage patterns across the entire internet that cannot be attained via any other research provider. It also provides full service custom marketing research to Fortune 1000 clients. With exclusive access to the GAIN Network's 38 million consumers, Feedback Research surveys hard to reach consumers, based on their individual online behavior, quickly and cost-effectively.

#### ■ History

Claria was founded in 1998 as The Gator Corporation to deliver the promise of one-to-one marketing on the Internet. The guiding vision was to develop a massive consumer audience by offering valuable web/software content for free in exchange for the right to show highly targeted advertising based on consumers' anonymous surfing behavior. Launched in June 1999, the Gator eWallet was the company's first free ad-supported software product, and it quickly grew to become the most popular product in its category.

By November 1999, Claria had revolutionized the online advertising industry by introducing its contextual and behavioral relevant online advertising model. This new advertising method resulted in unparalleled ROI for advertisers.

Claria headquarters are located in Redwood City, California, with U.S. offices in Los Angeles, Chicago, New York, Detroit, Austin, and International offices in the U.K and Asia. Claria is backed by top-tier venture capitalists such as Greylock, Technology Crossover Ventures, U.S. Venture Partners, Investor AB and Consilient Capital.